

## MEMORANDUM

**TO:** Governing Board Members

**FROM:** Tommy B. Strowd P.E., Division Director, Operations, Maintenance & Construction

**DATE:** December 13, 2012

**SUBJECT:** A Resolution of the Governing Board of the South Florida Water Management District to approve the official ranking of short-listed firms and authorize staff to begin negotiations with The Lamar Company, L.L.C., and enter into a 10-year agreement with two five-year extension options at the District's discretion, subject to successful negotiations, to develop and manage an Outdoor Public Information System on District-owned rights of way/lands in accordance with s. 373.618, F.S. (Contract Number 4600002786) (Jorge Patino, ext. 6175)

### Agenda Item Description

During the July 12, 2012 Governing Board meeting, Operations, Maintenance & Construction Division staff presented the background and concept for a proposed Request for Proposals (RFP) solicitation process for the development of an Outdoor Public Information System (OPIS) in response to SB 1986 (adopted into law – s. 373.618, F.S.) and made a commitment to return to the Governing Board, upon completion of the RFP solicitation process, to seek authorization to negotiate and execute an agreement with the selected firms.

### Background

In 2012, the Florida Legislature created s. 373.618, F.S. "The Legislature believes it is in the public interest that all water management districts created pursuant to s. 373.069 own, acquire, develop, construct, operate, and manage public information systems. Public information systems may be located on property owned by the water management district, upon terms and conditions approved by the water management district, and must display messages to the general public concerning water management services, activities, events, and sponsors, as well as other public service announcements, including watering restrictions, severe weather reports, amber alerts, and other essential information needed by the public." The new law directed that "district funds may not be used to pay the cost to acquire, develop, construct, operate, or manage a public information system. Any necessary funds for a public information system shall be paid for and collected from private sponsors who may display commercial messages." The District is seeking qualified firms to finance, develop, and manage an OPIS on District-owned rights of way and lands pursuant to s. 373.618, F.S.

### Core Mission and Strategic Priorities

In addition to providing essential public service announcements, revenues collected will be used to augment land management budget to address mission-critical activities.

### Funding Source

No District funds required. All funding required will come from revenues generated by the program.

### Staff Recommendation

Staff recommends approval of the official ranking of short-listed firms and authorization to begin negotiations.

If you have any questions, please call Tommy B. Strowd, P.E., at ext. 6998 or Jorge Patino at ext. 6175.